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Extension Service Review

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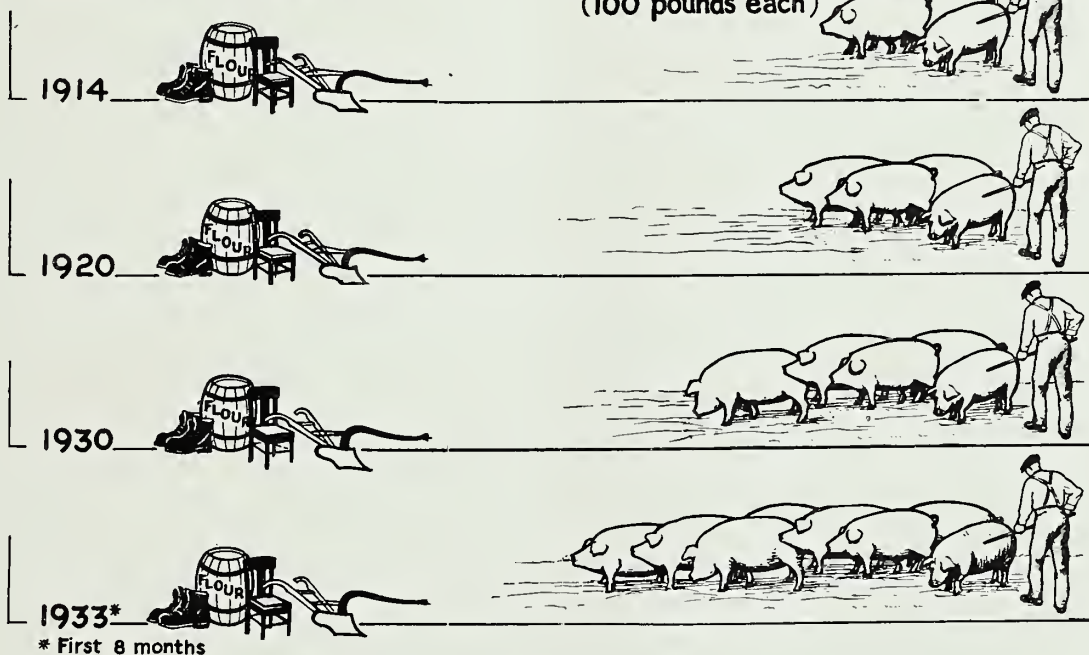
VOL. 4, No. 6

OCTOBER 1933

Buying Power of Hogs

Articles Farmers Buy

Cost in Terms of Hogs
(100 pounds each)



A FAIR SHARE OF THE NATIONAL INCOME FOR CORN AND HOG GROWERS IS THE OBJECTIVE OF THEIR NEWLY INAUGURATED PROGRAM FOR BALANCED PRODUCTION

ISSUED MONTHLY BY THE EXTENSION SERVICE
UNITED STATES DEPARTMENT OF AGRICULTURE
WASHINGTON, D.C.



In This Issue

SECRETARY WALLACE lays before us the objectives to be gained from a sound corn-hog program. He emphasizes the fact that since the World War the farm price of hogs has reached its pre-war relationship with prices of things that farmers buy in only one marketing year. Growers, he points out, have everything to gain from this effort to restore a real balance of corn-hog supply and demand.

A CLEAR PICTURE of just what the Farm Credit Administration is attempting to do and how it will function is given in an interview with Henry Morgenthau, Jr., governor of that credit organization. Mr. Morgenthau shows that the new set-up provides a complete and coordinated credit system for agriculture.



WHAT WILL farmers grow on the land taken out of cotton production? Director J. W. Bateman, of Louisiana, recommends that more attention be given to the growing of timber, especially on submarginal lands and tax-delinquent lands, which are threatening the security of even the better farms by transferring impossible burdens to them as the poorer lands no longer pay their share of taxes. The fact that there is a serious deficiency of young timber to take the place of the mature timber that is being cut and destroyed makes it urgent for immediate steps to be taken to establish a balance between consumption and growth.

WHEN VARIETIES of seed began to be mixed in New Mexico, extension workers and farmers got busy on seed-improvement work. G. R. Quesenberry, extension agronomist in that State, tells of results achieved with pure seed of the best adapted varieties of corn, wheat, grain sorghums, cotton, potatoes, and broomcorn. He cites as an example one variety of cotton, Acala, through which the yield per acre and staple have been greatly improved.

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BY SUPPLEMENTING cotton growing with dairying, farmers in Wilkes County, Ga., are increasing their farm-buying power, with a year-round cash income. Eight years ago when County Agent C. W. Wheeler made his plans to include dairying in a sound system of farming only 35 farmers were producing milk in market quantities. At present there are 325 members in a county cooperative creamery which last year marketed more than 192,000 pounds of butter.



On The Calendar

Ak-Sar-Ben Livestock Show, Omaha, Nebr., November 11-17.
 Association of Land-Grant Colleges and Universities, Chicago, Ill., November 13-15.
 Kansas National Livestock Show, Wichita, Kans., November 13-16.
 35th American Royal Livestock Show, Kansas City, Mo., November 18-25.
 National 4-H Club Congress, Chicago, Ill., December 2-8.
 Great Western Livestock Show, Los Angeles, Calif., December 2-7.
 American Sociological Society, Philadelphia, Pa., December 27-30.



DATA OBTAINED from home accounts are not only valuable to the individual home maker and her family keeping home account records, but to other home makers and extension workers. Ruth Crawford Freeman, Illinois home accounts specialist, says that the economic information and problems of the families brought out by the records of family income and expenditures have given basic facts for planning county programs. Specialists in foods, clothing, and furnishings use such data when planning their projects to meet the needs of the home makers and their families.

HOW ECONOMIC, educational, and social changes can be met in a county is interestingly told by County Agent A. G. Thomas, Logan County, Ark. He speaks the mind of all extension workers when he says, "In county extension work changes have come and will come again, but our purpose and our aim remain the ideal to help the farmer and the farm family to more economical production, more efficient marketing, better products to sell and a fuller and happier life for the farm family."

A REPORT issued by the Iowa Extension Service gives a thorough analysis of that service.

THE EXTENSION SERVICE REVIEW is issued monthly by the EXTENSION SERVICE of the United States Department of Agriculture, Washington, D.C. The matter contained in the REVIEW is published by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The REVIEW seeks to supply to workers and cooperators of the Department of Agriculture engaged in extension activities, information of especial help to them in the performance of their duties, and is issued to them free by law. Others may obtain copies of the REVIEW from the Superintendent of Documents, Government Printing Office, Washington, D.C., 5 cents a copy, or by subscription at the rate of 50 cents a year, domestic, and 75 cents, foreign. Postage stamps will not be accepted in payment.

C. W. WARBURTON, *Director*

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Extension Service Review

VOL. 4

WASHINGTON, D.C., OCTOBER 1933

NO. 6

Objectives of a Sound Corn-Hog Program

HENRY A. WALLACE
Secretary of Agriculture

IN THE CORN and hog business, as in most major agricultural enterprises today, the primary job is to restore balance; the supply side of the scales must be lightened until it again is on an even tilt with the demand side. For too many years now the demand side of the figurative scale, representing corn-hog production and consumption, has been growing ever lighter without a corresponding adjustment in supply. After a decade of sufferance we can no longer afford to dispute that unduly low prices for the entire crop are the wages of surplus production.

Back in the pre-war days (1910-14) hogs were a most consistent source of farm income. Hog production did not exceed effective demand. European nations looked annually to the United States for substantial supplies of pork and lard. Our own national population kept up with any increase in hog production. Across the country the hog became known as a "mortgage lifter." The keystone of successful farming in the Corn Belt was the raising of good hogs.

In 1932 it took nearly 23 hogs to equal the farm purchasing and debt-paying power of 10 hogs in the pre-war period. By January 1933 the average farm price for hogs had fallen to the terribly low level of \$2.68 per hundredweight, the lowest dollar quotation in 50 years. When the size of the farm debts and the prices of things farmers buy were considered, this was the lowest hog market this country has ever seen.

Why this disparity in hog income which has brought thousands of farmers to the verge of ruin? This is largely explained by a survey of our foreign trade in hog products in recent years.

in Europe today. Germany has doubled hog production since the war; Denmark has increased hog production fivefold. European boundary lines bristle with import restrictions against our hog products, yet we continue to raise the sixth hog.

Extension's Contribution to National Recovery

IN THEIR work and contacts, extension men and women are making a definite contribution to the national recovery programs by doing two things:

1. By adjusting their established local programs so that in carrying them out they do not add to our national surpluses of farm commodities.

2. By emphasizing and repeating the facts about our troublesome agricultural surpluses, as well as the facts about the dwindling of our agricultural exports to almost negligible proportions, and the relation of these facts to farm prices of basic farm commodities.

By doing these two things the extension workers are cooperating effectively with the Agricultural Adjustment Administration in controlling the production of these commodities and thereby restoring farm commodity prices to parity, and increasing the purchasing power of our farming population.

We must either restore world trade or else permanently take out of use 40,000,000 surplus acres which were planted during the war-time boom.

We are not opposing efficiency. We want as much efficiency as we can achieve. But we want our efficiency ordered and the fruits of our efficiency justly apportioned.

Henry A. Wallace

Low Prices

Because of this continued heavy hog production in the face of a severe shrinkage in one important outlet—the foreign market—as well as the decline in the general price level, hog prices have stayed low. They have fallen below the general price level because the restricted foreign outlet has increased the amount of pork to be disposed of in the domestic market. We know from past experience that when the hog supply available to the domestic market is abnormally large, either because of sharply increased hog production or a severe decline in foreign outlet, the farmer gets less aggregate income as well as a lower price per pound than he could have obtained from a moderate supply of normal proportions.

Since as recently as the 1926-29 period, American hog farmers have lost 12 out of 20 foreign customers for pork products; 10 out of 40 foreign buyers of lard. The loss in our exports since 1929 alone is equivalent to losing nearly 22,000,000 foreign consumers of lard and over 3,500,000 pork consumers (figured at the high United States per capita consumption rate).

One hog out of every six hogs in the Corn Belt feed lots is no longer taken

Thus the large hog crop of 1923—approximately 12,000,000,000 pounds live weight—sold at \$7.50 per hundredweight and had a total market value of \$912,000,000. Three years later, in 1926, American farmers sold only 9,500,000,000 pounds live weight to federally inspected slaughter plants, but the price was \$12.47 per hundredweight, and the total return was \$1,191,000,000, a 30 percent greater return from a crop 21 percent smaller. In the meantime there had been

no proportionate change in the wholesale price level of all commodities or in the general level of industrial activity.

Reducing Production

Hog production needs to be reduced approximately one fifth from its level over the past few years if hog farmers again are to realize the maximum return from the hog enterprise. Inflation or other economic phenomena may raise the prices of all things and thereby improve the debt-paying power of the farmer, but only adjustment of supply with effective demand—the restoration of balance—will wipe out the disparity between the prices of hogs and the prices of things farmers buy.

Unhappily, the Corn Belt farmers' problem is not alone that of scaling down hog production. Like Siamese twins the problems involved in the production of an animal and its feed are inseparable. Hogs eat about one half of our corn crop. When we cut hog production substantially we eliminate part of the normal outlet for corn. So if corn acreage is not adjusted by an amount sufficient to compensate for the reduction in hogs, corn prices will decline with respect to prices of hogs and production of more livestock undoubtedly will be stimulated. But we already have a too great production of all livestock!

We must not perpetuate a surplus production of livestock through a failure to deal with feed production. A real net reduction in all agricultural production is being sought; not a mere shift from one enterprise to another. For each reduction of 10 head in hog production, therefore, from 6 to 8 acres, depending upon yield, should be "retired" from growing corn.

Processing Taxes

The corn-hog problem is further made difficult by the necessity for apportioning benefits to farmers in such a way that each will be rewarded as much as his neighbor, in proportion to the size of their respective operations, although one may be largely raising hogs and the other largely raising corn. There are certain other difficulties about levying processing taxes to obtain funds for benefits; presumably, each commodity on which benefits will be realized from adjustment should stand a fair share of the expenses.

The corn-hog production problem admittedly is a tough one, but under the Agricultural Adjustment Act, farmers of the United States for the first time have a real centralizing power for carrying out a sound adjustment program. They

have already utilized this power to some extent in putting over an emergency hog marketing program during a 5 weeks' period ending September 29.

About the first of August this year, the corn-hog situation had reached the acute stage. Instead of displaying their usual seasonal bulge, hog prices dragged along when slaughter supplies this summer averaged approximately 30 percent larger than those of May, June, and July a year ago and about 5 percent larger than the previous record total for those months. Consequently, supplies of fresh pork became very burdensome; this situation was directly reflected in low prices for live hogs.

Besides, there were prospects for continued heavy slaughter through the next marketing year. The 1933 spring pig crop was 3 percent larger than last year; the June 1 pig crop survey indicated an 8 percent increase in fall farrowing. The speculative demand for pork and lard had about run its course; the packers' storage stocks were rapidly approaching an all-time record high level. It was certain that offerings of pork and lard for domestic consumption would be increased through the latter part of this year and that as a consequence, hog prices this coming fall and winter again might sink to very low levels.

Emergency Program

Everyone is familiar now with the Administration's answer to this situation—the emergency slaughter of 6,000,000 pigs and 150,000 sows soon to farrow; purchased at market premiums by authorized processors for the account of the Secretary of Agriculture. This program had a threefold effect: It permitted a prompt adjustment of hog supplies; it offered real relief to farmers in drought areas where short feed supplies practically enforced the premature sale of livestock, and it provided around 100,000,000 pounds of meat for distribution among needy families.

The next thing is to follow up the emergency program with a soundly conceived long-time effort. The objectives are clear: reduction of hog production by a fifth; reduction in corn acreage at least sufficient to compensate for the reduction in hog production.

There is a significant reward for corn-hog farmers inherent in this effort to restore once again a real balance of corn-hog supply and demand. It is suggested by the fact that the farm price of hogs since the World War has reached its pre-war relationship with prices of things farmers buy in only 1 marketing year (1925-26), and that corn prices have

stood at a similar fair exchange value during the post-war period only in the short corn crop year of 1924.

Functions and Activities of Specialists

State subject-matter specialists devote one fourth of their time to planning functions, another fourth to the training of State and county extension workers, slightly more than two fifths to the direct teaching of farm people, and the remainder of their time to studying ways and means of conducting extension work more effectively.

These findings are from the study of the functions and activities of State extension specialists conducted by T. Roy Reid, assistant director, Arkansas Extension Service, and M. C. Wilson, of the Federal Extension Service, and recently issued as Extension Service Circular 189.

Designed as a comparison study to the analysis of the functions and activities of State supervisors of county extension agents reported in Extension Service Circular 179, this new study focuses attention on the real place of subject-matter specialists in the extension organization and their contributions to extension teaching.

Six hundred and fifty-four State specialists, of whom 497 were in agriculture and 142 in home economics, furnished information as to distribution of time among the various functions and activities commonly performed or engaged in by specialists. Forty-two State extension directors rated the various functions of specialists from the standpoint of relative importance. They also expressed an opinion regarding the qualifications of specialists.

To many the most interesting part of the study is the point of view of 412 county agricultural and home demonstration agents in 9 representative States regarding the assistance obtained from specialists.

In addition to the large volume of data obtained from these sources the authors have also analyzed extension budgets from the standpoint of percentage of funds expended on specialists in the various States. Many other problems connected with the administration of specialists are also considered.

Copies of this circular have been sent to all administrative and supervisory officers and to subject-matter specialists. A limited number of copies are available to county extension workers who make request of the Federal Extension Service.

Meeting the Farmers' Credit Needs

An Interview with Henry Morgenthau, Jr. Governor, Farm Credit Administration

This is the first of a series of articles on the new deal in farm credit. Other articles will follow in the near future on the different types of credit the Farm Credit Administration is making available. They will deal with loans made by the Federal land banks, land bank commissioners, production credit corporations, intermediate credit banks, and the bank for cooperatives. This interview was arranged by the editorial staff of the REVIEW.

IT WAS with quite a little anticipation that I walked into the office of Henry Morgenthau, Jr., for an interview with the head of one of the world's largest banking systems. And it was a pleasant surprise to be greeted by the Governor of the Farm Credit Administration with a wave to be seated and a broad smile.

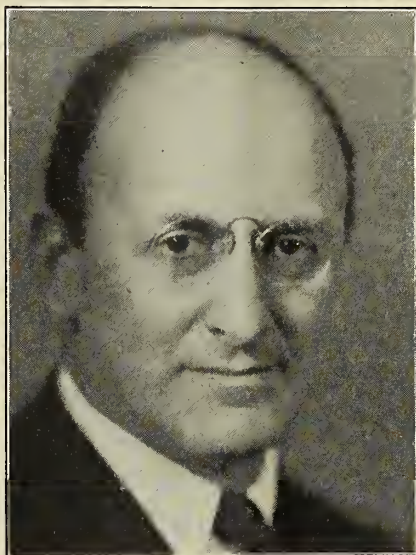
I knew he had been trained in agriculture at Cornell University, had lived for a while on a Western ranch, served on New York's agricultural advisory council, was a member of that State's conservation commission under Governor Roosevelt, and is owner of a farm journal. But I hardly expected to find a man so typically farmer-minded as this owner of 1,400 acres in Dutchess County, N.Y. His farm, by the way, actually made a profit in 1932.

I told him most of the readers of the REVIEW knew pretty well what was going on in the present farm credit set-up. It was generally understood that the whole system was being overhauled, reorganized, and simplified so that a farmer, no matter what his credit needs, could apply to one central agency for long-term, intermediate, and short-term credit. However, I felt that many extension folks would like to get a clear picture of just what the new credit organization is attempting to do and how it will function.

Pushing aside a pile of papers, he leaned across his desk and said, "First of all, I want to make it clear that this new system will be a complete and coordinated system for agriculture. All the Federal agencies and functions dealing with agricultural credit have been consolidated into one organization called the Farm Credit Administration. As you know, before the new organization was created the Farm Loan Board had

under its direction the Federal land banks, Federal intermediate credit banks, national farm loan associations, joint-stock land banks, and the Federal Farm Loan Bureau. When the Farm Credit Administration was enacted the old Farm Loan Board was done away with.

"I suppose you know that we have taken over the 12 regional agricultural credit corporations and their 21 branches.



Henry Morgenthau, Jr.

Also we have with us in the Farm Credit Administration the crop production loan office and the seed loan production office of the Department of Agriculture, with which, I believe, many agricultural extension agents have had a lot of experience. When the Federal Farm Board was abolished provision was made for continuing under the Farm Credit Administration the function of making loans to farmers' cooperative marketing and purchasing organizations."

"But", I interrupted, "what's going to provide the production credit needs of farmers now that the regional agricultural credit corporations are fading out of the picture? Also, what's going to take the place of the seed and crop production loans formerly handled by the Department of Agriculture?"

"Well, right now we are organizing a production credit branch of the Farm Credit Administration. It is going to consist of 12 production credit corporations, one in each of the Federal land

bank districts, and a number of local production credit associations. As production credit facilities are made available by this new set-up, the regional agricultural credit corporations will cease to make new loans. Outstanding seed and crop production loans and loans by the regional agricultural credit corporations will be liquidated in an orderly manner. It is our intention to organize this new production credit agency and its production credit associations in time to take care of the farmer's need for this kind of credit for 1934."

"That", I said, "certainly clears up the organizational angle of how farmers' production credit needs will be handled. But Mr. Morgenthau, how about the organization of the new set-up in general? Just how is the Farm Credit Administration being organized?"

"It's just as simple as the production credit end of the system. You know the country is divided into 12 Federal land bank districts. In each district there is a Federal land bank, a Federal intermediate credit bank, and a production credit corporation. A bank for cooperatives will soon be established in each district. The whole system is in the process of being reorganized and in some districts you will find all of those banks I mentioned. In other districts this is not the case but soon will be.

"Now all four of the institutions in each district will be located in the same city and have the same directors. We plan eventually to house all of these units in the same building. Each of the four institutions is a unit of the central system, or the Farm Credit Administration. They are not little separate, independent systems.

"Each organization or institution will have its own set of officers in charge of day-to-day operations. To avoid unnecessary duplication of personnel and facilities, many activities of the farm credit agencies will be placed under the supervision and direction of one man, called the general agent."

"This set-up", Mr. Morgenthau pointed out, "provides a complete and coordinated credit system for agriculture. Before long, we hope to have local organizations that will handle first and second mortgage loans, intermediate loans and short-term loans, in agricultural communities."

Forestry's Place in Louisiana's Farm Program

J. W. BATEMAN

Director, Louisiana Extension Service

THIS YEAR'S plow-up of cotton and the plans for a greatly reduced acreage next year focuses our attention on crops to take the place of this one which is so greatly overproduced. The search for a substitute is not so simple as it may seem. There are certain requirements that must be met when we consider possible candidates for the honor of sharing King Cotton's place on the farm.

Let us mention some of these requirements. First, the crop must be adapted to the climate and soil. Second, it must be adapted to the characteristics of the people. Third, it must not require expensive and complicated equipment. Fourth, it must be readily marketed and not require the setting up of special markets and marketing machinery or the creating of a demand. Fifth, it must not already be produced to excess. Sixth, it must not be subject to violent fluctuations in value. Seventh, it must be capable of growth over a large territory.

Timber Crops

The crop that seems better to fill all these requirements than any other is a wood crop. Timber is not being overproduced. Forests can grow over a large area; they are adapted to many extremes of climate and soil. Forest products are readily marketed; there is a steady demand for them, and our farmers have, or can readily acquire, the experience and training needed to produce them.

For many years our Louisiana people have been ignoring the power of our forests to grow and thus produce a livelihood. They have been changing the forests into fields. It seems that this tendency has been halted of late and is being, and wisely, reversed so that now fields are being made into forests. Many thousands of acres in every State in the Nation have been found to be submarginal for ordinary crop production and Louisiana is no exception.

If we examine data on timber requirements and supplies, as has been done recently by Extension Forester Robert Moore of Louisiana, we find that the drain on our forests is heaviest in the South and West while the consumption of timber is mainly in the South and East. In both the South and the East there is an extremely serious deficiency of young timber to take the place of the

mature timber that is being cut and destroyed. Thus a serious shortage is inevitable unless immediate steps are taken to establish a balance between consumption and growth. Mr. Moore's study shows that the balancing must be done in the young timber and exactly the age classes that will result if we make new forests as a result of the adjustment of our cotton acreage.

Marketing Timber

Louisiana farmers have markets for young timber that have not only held their own, but have grown in the face of the depression in other agricultural lines. Mr. Moore collects annually data on purchases of pulpwood from farmers and from the owners of small areas of forest. In 1929 these purchases had a value of \$1,650,600 while in 1932 at a much less unit selling price the value of the pulpwood purchased was \$1,600,000. Consumption of pulpwood actually increased those years of shrinkage in most other lines.

A study of the relative values of southern pine, cotton, and tobacco shows strikingly the stability of prices of forest products. Comparing stumpage values of second-growth southern pine with those of cotton we find that using the period of 1910-14 as an average, the value of cotton fell below the average in 1930 and has not yet recovered, while pine values have yet to fall to the 1910-14 average. We find tobacco exceeded its average price for 1910-14 in 1912, fell below from 1913 to 1915, and again fell below the average in 1929 to remain there.

Tax-Delinquent Lands

Frequently we find Louisiana people saying that reforestation means a complete abandonment of the area so far as its inhabitants are concerned. This is far from true, as the President's Civilian Conservation Corps proves. Man power is needed in timber growing as it is in any other farm business. We need have little fear that increasing the area of productive forests will have serious consequences in dislocating our present population. Indeed, the dislocation is likely to be far more serious if the present areas of submarginal farm lands and tax-delinquent lands are not put into timber production shortly. Louisiana and all the Southern States have serious problems in their tax-delinquent lands

which are threatening the security of even the better farms by transferring impossible burdens to them as the poorer lands no longer pay their share of taxes.

The industries are the market for farm timber, and they are concerned with the perpetuation of these farm timber supplies and realize the necessity for it. Recently a Louisiana paper company accepted the recommendations of the Agricultural Extension Service under which it will purchase only pulpwood cut in accordance with the best forestry principles. When the Extension Service brought to the attention of the mill management the rapid exhaustion of the farm timber tributary to the mill, due to overcutting, the company realized the necessity for immediate action on the problem and accepted the cutting rules recommended. Other industries will doubtless follow this lead.

Louisiana is definitely embarking on a program that will grow timber on many acres of old cotton fields. We can recommend it highly to our sister States.



George E. Farrell.

George E. Farrell was recently appointed associate chief of the wheat section, Agricultural Adjustment Administration, to work with M. L. Wilson, chief. Mr. Farrell was in charge of the Extension Service in the North Central States at the time of his appointment. He was born on a farm in Will County, Ill., and served for 12 years in charge of boys' and girls' club work in the Northern States.

Utilization of Land from Which Cotton Has Been Removed

C. E. BREHM

Assistant Director, Tennessee Extension Service

THERE ARE approximately 285,000 acres of land in Tennessee from which cotton has been removed, as a result of the cotton acreage-adjustment program of the Agricultural Adjustment Administration. It is important that all this land be utilized to contribute to the health, comfort, and prosperity of the farm family, both in the immediate future and in the more distant future. Unless this acreage is properly utilized it will be similar to the talent wrapped in a napkin and buried in the soil. It will not be put to work, and the farmer who does not effectively utilize these acres may well be characterized as the slothful servant.

New Agricultural Policy

Failure to properly utilize this land means that the benefits in restricting the cotton acreage, in a higher price for the remaining cotton, and the land rent paid, will be temporary and short-lived. Rather the controlled production program of the Agricultural Adjustment Administration, which requires for a period the removal of land from cultivation of certain crops, must be considered as projecting a new agricultural policy, which necessarily involves the best use of land diverted to other purposes. The use from a permanent agricultural policy viewpoint should be such that these acres will continue to contribute to improvement in the life of the farm family, in health, comfort, and culture. Only in this way can the greatest permanent benefits be attained from the new national agricultural program of controlled production.

It follows, therefore, that the cotton acreage-adjustment program must be followed with a program for the proper utilization of this land.

winter use. In this work the home demonstration agent must cooperate closely with county agents and the cotton program of the Agricultural Adjustment Administration with a well-planned food program.

A garden vegetable diet, for the healthful life of the family, must be supplemented with meat and livestock products. There should be at least 1 cow on each of these farms, as a source of milk and butter; 3 or 4 hogs fattened for a home meat supply, and at least 25 to 50 chickens. If this livestock as a source of food is not on the farm, some of the money received in the higher price for cotton, or in land rent on acres leased to the Secretary of Agriculture, can be diverted to no better purpose than to invest in a future source of food.

Feed for Livestock

It goes without saying that the feed for this livestock should be grown on the place, and the more fertile acres taken out of cotton cultivation should be diverted to growing grain, hay, and pasture for this livestock for home consumption.

This includes winter

pasture, which will prevent the soil from washing, and also adequate and abundant summer pasture and a supply of hay. Here again the home-demonstration program must go along with the county agent's program in demonstrating the making of butter and cheese, the proper care in handling milk, canning meats and poultry, especially the veal calf, and in the curing of pork products. There is no reason why every farm family should not have an abundant supply of these foods, for it has been demonstrated

COMMENT BY J. F. COX

Chief, Replacement Crops Section, Agricultural Adjustment Administration

WHAT Mr. Brehm has to say in regard to the needs of farm families, maintaining themselves on garden and livestock products produced on the farm, is excellent. However, acres of land normally used for feeding livestock contributing to the family, and for producing food directly for the family, should not be shifted to the contracted acres, thus releasing other land on the farm for the production of livestock products or crops for sale.

It is important that the acres retired from cotton production be prevented from erosion loss and from the uncontrolled development of noxious weeds. If these lands are actually needed by a farm family for the production of food for family use and for work animals on the farm, the contract provides that they may be so used. In a broad way, attention should be called to the fact that the main purpose of the Agricultural Adjustment Act, in reducing production of specified surplus crops to domestic and export demands, must not be offset by using the acres taken out of production in producing surpluses of other agricultural products.

It is clearly not the intention of the Agricultural Adjustment Act that acres taken out of cotton or other surplus crops be used for income. Sale crops are prohibited.

Stress should be placed on the growing of soil-improvement crops to be turned under or otherwise handled in the improvement of the land while it is not being used in cotton production.

The Government has made it possible for farmers to receive a cash benefit from land planted to cotton, not otherwise paying a profit. There should be no State-wide programs directed toward trying to get additional profits from these acres taken out of production. Such programs would defeat themselves. The planting of winter vegetables, feed crops, and specialty crops of one kind or another for sale on the contracted cotton and wheat acres, will result in an overproduction in these lines.

Food Supply

Many cotton farms do not have an adequate year-round food supply. This is especially true of tenant and share-crop farmers. It is apparent on such farms that the paramount immediate use of the most fertile land is to provide a year-round home-grown food supply. This includes a year-round garden of vegetables that can be used in the fresh state and preserved either by canning, drying, or proper storing in the fresh state for

many times that these foods can be preserved without any deterioration, and that pork products can be preserved without being infested with "skippers." The smokehouse, the food-storage cellar, and the pantry must assume greater importance on every farm under the new farm policy.

Simultaneously an adequate supply of feed, grains, and hay should be grown on the farm for the work stock, and it should not be necessary to buy any feed for work stock.

Protect Lands from Erosion

The poorer lands, those inclined to wash and erode, should be seeded to some crop like Japan clover, Italian rye grass, or permanent hay and pasture mixtures, which can be seeded cheaply, and not simply left to grow up in weeds. This will afford some pasture and hay, and at the same time improve the fertility of the land, so that in the future it will be more productive, giving some increment to the farm capital—the soil. If this is done, it will not be like burying a talent in the soil.

There is no valid reason why the foregoing program cannot be carried out on every cotton farm. The cultivation of fewer acres of cotton means that there will be land available for growing these foods, and the farmer will have more time available for devoting his attention to growing his food supply. Too, if this program is carried out on each cotton farm, permanent, long-time improvement will be made in the cotton country and farm families will be generally better off. If it is not done, farmers generally throughout the Cotton Belt will have more leisure time on their hands; but their mode of life will not be much better than it was before. A program which includes recreation, cultural education, improvement of the home, and other social phases of life, nutrition and health, household handicrafts, adequate food supply, and efficient farm management must simultaneously be projected with each controlled production program for the greatest and most permanent benefits in maintaining and improving the life of society in any agricultural region.

AN INTERNATIONAL 4-H mothers' meeting was recently held on the Canadian border. Beebe, Vt., and Beebe, Canada, boast four 4-H clubs, with 45 members on the Canadian side and 15 on the Vermont side. At the meeting, which was put on by the members for their mothers, the entire membership of 60 and 53 mothers were present.

AMERICAN EDUCATION WEEK

AMERICAN EDUCATION WEEK is to be celebrated November 6-12, and it is hoped that rural people throughout the United States will participate in its observance.

Americans have long since accepted the theory that adequately supported public educational services are essential to national security. This is true for rural as well as urban America. In the effort to reduce public expenditures during the depression period, educational agencies have been severely crippled in many localities, frequently being sacrificed for less essential services. Rural America's interest in education is unquestionable. One indication of a realization of its value is the constantly increasing number of men, women, boys and girls who are becoming members of organized groups to participate in extension work. Members of the extension staff might well stimulate observance of American Education Week by rural people by such means as talks, playlets, and pageants in connection with regular meetings of organized groups, or by planning a special event. Thus, through such activities, public opinion may be strengthened considerably in the realization that adequate educational services are a necessity in America and must be maintained.

4-H Celebration Planned

The achievements of more than 900,000 4-H club members will be given recognition on Saturday, November 4, when the fourth annual Nation-wide Achievement Day program will be broadcast on a network of 58 radio stations associated with the National Broadcasting Co. The program will be conducted jointly by the State extension services of 41 States and the United States Department of Agriculture. As in previous achievement-day broadcasts, the program has been divided into three periods. The first and last periods, consisting of 15 minutes each, will be broadcast from Washington, D.C., and will include speakers of national prominence and music by the United States Marine Band. The program during the two national periods will go out over the entire network. During the middle 30-minute period, the national network will be dissolved and each cooperating State will broadcast its own State program. On these State programs will be heard 4-H club members, State governors, extension workers, leading citizens, and music characteristic of the State 4-H clubs. Group meetings are being planned by all members and local leaders in many States to supplement the Federal and State programs.

INTERVIEWS with parents of more than 1,300 children under 15 years of age indicate that meals are the greatest child problem in at least 477 rural New Hampshire homes. Obtaining patterns for children's clothing, supervising play, and teaching the youngsters the proper food habits are other difficulties with which the mothers would like help.

Just completed by the 10 county home demonstration agents in the State, the investigation was made for the purpose of formulating an educational program for mothers of young children.

BELIEVE it or not, Frances Langdon, local leader of Redvale, Colo., served a meal to 40 people recently without costing her a penny of cash expense!

Here is the explanation: All vegetables, fruits, meat, milk, cream, butter, eggs, and cheese were produced on the farm for home use. Foods were canned, stored, or preserved according to a budget plan.

Some of these foods were traded for flour to neighbor farmers who had some of their wheat ground into flour in exchange for wheat. Eggs, cream, and other farm products were traded to merchants for sugar, coffee, soda, and other products.

Last-Minute Extension Views

A few samples of extension work in the West photographed by George W. Ackerman on a recent trip



The relief canning center in the community of Milwaukie, Oreg., which is under the supervision of the home demonstration agent. Several hundred unemployed men and women raised gardens under the direction of the county agent and put up their winter supply of food here.



A Missouri 4-H poultry club boy has rigged up this device for keeping fresh water available for his chickens. More than 31,000 boys in the United States are learning what is essential to profit in poultry raising.



Fitting the pattern is very essential to style, as any 4-H club girl knows. These two Missouri girls are practicing a little cooperation in making a pretty, suitable, and thrifty wardrobe. More than 3,400 Missouri girls completed their clothing club work last year.



Youthful Utah farmers whose turkey project is a real business venture. The turkeys are weighed every week and a careful record kept of their gains and what it is costing them.



Strip farming near Great Falls, Mont., using alternate summer fallow and crops to prevent blowing. As a result of an extension campaign 25 wheat farmers in this county are practicing strip farming on 5,000 acres to prevent the loss of fertile surface soil.



Canning peas for the winter food supply occupies the attention of this Oregon farm family. Never since war times has such a large quantity of fruits and vegetables grown on the farm gone into home canning as this fall. This not only saves much produce that would otherwise go to waste but provides a better balanced winter diet.



County Agent R. L. Wrigley, of Cache County, Utah, explains the wheat plan to a group of farmers in Clarkston. More than 1,200,000 wheat farmers have heard the facts of the wheat situation in this way.

A Georgia Dairy Development

WILKES COUNTY, GA., increases the farm buying power with a larger year-round cash income, and develops a sound system of farming by supplementing cotton growing with dairying.

Faced with a farming plan 150 years old, crop after crop of soil-depleting cot-

of them sold to the town trade and the other shipped to an ice-cream plant outside the county.

Program Plan and Development

Starting with eight men who had weathered the storm which followed the first attempt, Mr. Wheeler began his



Wilkes County farmers delivering milk to their creamery. G. C. Adams, Georgia Commissioner of Agriculture, says of the Washington creamery, "It is one of the best cooperative creameries in the State, started 5 years ago, and since that time has paid all expenses, paid for the plant, and paid the farmers good dividends in giving them a constant and satisfactory market for their dairy products."

ton, and with a failure in a previous attempt at dairying still fresh in the minds of the community, County Agent C. W. Wheeler studied his problems and made his plans 8 years ago. Dairying still seemed to offer the best solution, and so he with the help of the few farmers who were already making a go of dairying in the county outlined a program which has helped the farmers in Wilkes County to develop a dairy industry with 325 men cooperating. Dairying provides a supplementary cash income the year round and at the same time is helping to restore soil fertility for cotton growing.

In 1925, 35 farmers were producing milk in market quantities, which they delivered once each week in varying conditions of sourness to a local farmer-operated cream station. Due to an over-supply of cream stations and an under-supply of cream, the demand being great, little attention was given to the quality of the cream sold. The supply was largely a matter of pin money for the farm wife, who skimmed the cream and sent the week's collection to the creamery in a lard pail. Only two farms in the county were marketing sweet milk. One

movement by spending the morning on which the cream was gathered at the cream station. Suggestions were offered and practices exchanged between the men. A program of publicity, demonstration, and farm visits was soon after put into action. The fact that the local farmer's mind was set on cotton was the first thing to be considered. The eight men who had made some headway were used as demonstrators. Other farmers given most careful consideration were owner-operators who were the most successful in the previous attempt.

The mental attitude of the local farmer could best be changed by the demonstration of the market available for dairy products. The high price paid for the cream gave opportunity for the development of a farmer-owned station. The advantages of the cooperative station were soon evident and the production of cream increased. Individual production being small, all forms of marketing were eliminated except that of selling cream for butter. The quality of the product had been raised through efforts in grading and educational features showing the advantage in price of higher-quality cream.

Previous to 1925 the cows received what feed the mules did not need. Little corn and hay were produced and there was seldom more than enough to feed the mules. An abundance of streams in the bottom land and soil suitable for the growing of legume hays and native pasture grasses made improvement a matter of getting the farmer to see the need. Cottonseed could be traded for the cottonseed meal, and the farmers had been feeding some of it. The first attempt at feeding this concentrate mixed with ground corn showed a marked increase in the size of the cream check. Cowpeas and soybeans were used as a source of summer hay. Production of these crops has continued and farmers produced from one half acre to 1 acre of hay for each cow.

The cow had always been a neglected part of the organization. A dollar-and-cents demonstration of how feeding could increase the cream check was required before much improvement could be made throughout the group. The first attempts at balancing a ration seemed to these farmers a step to unbalance the bank balance. More demonstrations, more facts, more experience soon proved to them that the unbalancing would be to their advantage. Herds had been kept in most any kind of shelter, if any, and were usually tied up for the night without water. An explanation of the amount of water in a gallon of milk gave them some idea of the quantity needed by the cow if she was to produce to capacity. It was necessary to show the advantages of cream separators over the old hand skimming methods.

Improvement of Herds

Almost all of the farms had a few cows, chiefly grade Jerseys of a very poor type. Due to lack of care, the production of these few had been kept at its lowest point. There were only three desirable purebred sires in the county. Due to a good crop year in 1926 and supplementary cash income being good, 11 carloads of grade cattle, considerably better than the local animals, were purchased. This first move was aided by the financial assistance offered by local banks and businessmen. The next year the demand for such stock had increased to such an extent that concentration within the county on improvement of the local herds by the use of purebred sires seemed to be the most advisable action.

From 35 men shipping through a local station operated by a creamery 200 miles away, this county now has 325 members in a county cooperative creamery which last year marketed more than 192,000 pounds of butter.

Five Years of Home Accounts in Illinois

Ruth Crawford Freeman, home accounts specialist in Illinois, tells some of the things that home accounts kept by Illinois farm women are showing.

THE HOME account project in Illinois during 1932-33 has been carried in 24 counties. It has been more successful than before in regard to the number of families keeping accounts and completing the year's record in counties where there has been a gradual growth of new account keepers each year. The increased number has been obtained by the organization of a beginners' group each year, as well as giving assistance to the homemakers who are keeping their second, third, or fourth year records. In McLean County, there are 87 homemakers who expect to complete their 1933 records in contrast to 10 homemakers from the same county who sent in records in 1929.

The value of these farm and town records is increasing, as the families continue to keep them over a term of years. Of the 200 home-account books completed during the fiscal year 1932-33 and sent in for analysis, 121 were from families who had kept records for at least 2 years. Sixty-three of the 121 families had kept accounts for 3 years, 25 as long as 4 years, and for 11 families it was the fifth continuous year of their home-account records. Of the above 200 books received 159 were farm-family records.

Data Used by Specialists

The data are not only valuable to the individual homemaker and her family keeping complete home-account records, but to other homemakers and extension workers. The economic information and problems of the families brought out by the records of family income and expenditures have given basic facts for planning county programs. Such data have been used by the different specialists in foods, clothing, and furnishings to plan their projects to meet the needs of the homemakers and their families.

The average realized income of these 159 farm families for 1932-33 was \$1,308, of which 58 percent was cash and 42 percent furnished by the farm in food, fuel, gifts, and shelter. Seventy-three percent of the families recorded cash available for family use for the year as \$680 or less, and 30 percent of the families recorded the cash as \$411. On the average, this was a 25 percent lower realized income than in 1931-32 and 50 percent less than in 1930-31.

Adjustments made in the use of this greatly reduced farm income by the selected group of farm families, who certainly deserve credit for the way they have faced their money problems with "heads up" as one homemaker stated it, are given as follows:

1. In food, a greater proportion of the food consumed by the family was produced at home. More than two thirds, or 69 percent, of food was furnished by the farm. The purchased food for one family of 4 members was as low as \$50 for the year, although the average for the 159 farm families was \$141. The total food cost per family, based on the number of meals served and energy requirements of members according to Dr. Edith Hawley's scale, gave the adult male unit cost for the 3 meals per day as \$0.31, in contrast to \$0.40 for 1931. This reduction is greater than the price level change from 1931 to 1932.

2. The operating expenditures for the 159 families, averaging \$113 for the year, have been cut by such items as discon-

ing screens, and a little painting, averaging a cost of \$10 per family for the year. Owner-family expenditures for repairs seemed very little different than those of the tenant family.

The cash spent for home furnishings, averaging \$26 for the year, was limited to repairs of furniture and the purchase of a few replacement articles such as toweling, sheeting, and dishes.

4. The clothing expenditures appeared to be reduced almost to a minimum, judging from the few articles purchased and the small amount spent per person. The average amount spent per family of the 159 farm families (3.9 persons) was \$91, but in the lowest income group the average dropped to \$57 per family (3.3 persons). The average amount reported for the whole group spent for husbands was \$21; wives, \$29; preschool age children, \$9; grade-school age boys and girls, \$16; high-school age boys, \$26; and high-school age girls, \$50.

5. General expenditures, averaging \$245 for the year, include auto, \$74;



Women in Warren County, Ill., working on their home accounts.

tinuing telephone service, making soap from waste fats, and the like. Fourteen families used only fuel from the farm—wood, cobs, and corn.

3. Under shelter, the cash spent for house repairs was practically limited to replacing broken windowpanes, repair-

health, \$41; recreation, \$17; education, \$41; church, \$28; gifts, \$21; and personal, \$23. All were cut to a low level. The auto expense had been reduced by a limited use of it, as well as including only three new cars purchased by the

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Iowa Reexamines the Extension Service

PRESIDENT RAYMOND M. HUGHES, of the Iowa State College, believes that constant self-surveys are necessary to keep abreast of the times. Acting on this belief he named a staff committee in September 1931 to make a thorough study of the Iowa Extension Service and recommend improvements.

The committee, composed of J. Brownlee Davidson, professor of agricultural engineering, chairman; Herbert M. Hamlin, associate professor of vocational education; and Paul C. Taff, assistant director, Iowa Extension Service, took their assignment seriously and after 20 months of study, and with the assistance of numerous subcommittees, has issued a comprehensive report of 237 printed pages.

This report, which is the first of its kind ever issued by a State college, presents a thorough analysis of the entire Extension Service, its organization, functions, and relationships. While it deals specifically with the Iowa Extension Service, much of the report is of interest to extension workers generally. It is a valuable reference book for those engaged in conducting professional-training courses for extension workers.

After tracing the early history of the extension movement in the State and the establishment of the Extension Service, the report devotes a chapter each to such important topics as: Objectives of extension, functions of extension, relationship to research and resident instruction, administration of the Extension Service, the county extension organization, relationship to public schools, methods of instruction, extension service in home economics, boys' and girls' club work, and extension research. Each chapter closes with a statement of recommendations which in many instances are restatements of accepted principles or policies.

Some of the most significant recommendations of the committee preparing the report deal with relationships with

the county farm bureau, which under an Iowa State law has a legal relationship to the Extension Service. Asserting the belief that some form of county extension organization is required, the committee lists the following qualifications to be met before any such organization can be considered entirely satisfactory:

1. It should exist for educational purposes and use its funds for educational work.

2. It should not engage in commercial or political activities; neither should it be controlled or influenced by any related organization which engages in such activities.

3. It should preferably use only public funds. If private funds are used, they should be used only to promote the regular educational program of the extension organization and not to introduce extraneous and distracting influences. No obligation to favor the donors in any way should be incurred.

4. Dues and fees charged, if any, should be low enough to allow farm people generally to participate in the extension program.

5. The organization should be committed to a program intended to reach all the people of the county, and particularly those most in need of assistance.

6. The organization should not be secret in nature. Its meetings should be publicized and open to all. Its records and accounts should be open at all times to inspection by a designated county official.

7. Memberships, if any, should be open to all on the same terms. There should be no selection or election of members.

8. Field agents should handle no funds and solicit no funds for the extension organization.

9. The program conducted should be systematically correlated with the programs of the other educational agencies of the county.

With regard to sharing expenses with local extension organizations the report recommends:

1. The transportation costs of specialists will be paid out of college funds.

2. The percentage of the salaries of field agents paid out of State and Federal funds should be increased as rapidly as possible until their full salaries come from those sources.

3. The cost of maintaining the county office and providing transportation for field agents should be paid out of county funds.

4. State and Federal money should be administered as an equalization fund, enabling all the counties of the State to maintain desirable minimum programs without an undue burden upon the less wealthy counties.

In reviewing relationship between the Extension Service and the public schools the committee makes a plea for closer relationship and complete coordination of efforts. Every effort should be made to avoid even the appearance of duplication of efforts of the various agencies for agricultural and home-economics education. The committee recommends that State councils of workers in agricultural and home-economics education be created for cooperative planning.

Impressed with the importance of an enterprise involving the regular employment of 200 workers and an annual expenditure of \$1,000,000, and the necessity for using every practicable means of determining the best program and methods, the committee recommends the setting up as an administrative unit a research or fact-finding committee to make a continuous study of the needs, the methods, and the results of extension work. Such a committee should be provided with the resources in services and funds to conduct surveys and researches in extension needs, to assist with studies now being made of extension methods, and to conduct such investigations as may be helpful in evaluating the results of extension work. The contention that it is a most difficult task to measure in any adequate manner some of the most valuable contributions of extension is not sufficient justification for not making fact-finding studies, in the opinion of those responsible for the report.

Five Years of Home Accounts in Illinois

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159 farm families during the year. One family had no car at all, and two families reported only one tenth of the car expense for family use.

6. Savings of \$139, or 11 percent of the total realized income for these families for 1932, were mainly payment of life-insurance premiums, 80 percent of the total savings being used in that way.

This selected group of farm families, the majority of whom have used or lost their past savings, are striving desper-

ately to keep up the morale of their families. The homemakers who are keeping accounts and analyzing money management in their homes for one or more consecutive years are in a position to make more intelligent choices in the spending of resources with the limited amount available than families with no records.

Status of Agricultural Adjustment Plans

Summary by Commodities

THROUGHOUT the changes and developments in the administration of the Agricultural Adjustment Act, the ultimate goal does not change; it is always the increase of a farmer's income and of farmer's purchasing power.

Cotton

Object:

To limit cotton acreage in 1934 to approximately 25,000,000 acres.

What has been done:

An emergency campaign, by retiring 10,304,000 acres of growing cotton, prevented the piling of 4,000,000 bales of cotton on the market and, according to conservative estimates, increased the 1933 income of cotton growers in the South by a quarter of a billion dollars. Direct payments now being made to growers will total approximately \$111,800,000 and will be distributed as follows:

Alabama, \$9,533,802; Arizona, \$264,275; Arkansas, \$10,424,850; California, \$170,998; Florida, \$359,924; Georgia, \$7,898,287; Kansas, \$3,181; Kentucky, \$34,125; Louisiana, \$4,923,546; Mississippi, \$10,347,678; Missouri, \$1,827,895; New Mexico, \$344,362; North Carolina, \$2,176,570; Oklahoma, \$10,941,956; South Carolina, \$4,757,203; Tennessee, \$3,256,305; Texas, \$44,366,439; and Virginia, \$140,937.

Plans for the future:

The new cotton plan involves the organization of producers into county associations and the allotment of acreage and of production through these associations. It provides for compensation to be made in the form of rental for land removed from cotton production and payments to be based upon allotments of production worked out by the county associations, and payments to be financed by a processing tax of 4.2 cents per pound on raw cotton.

Corn—Hogs

Object:

To reduce the number of hogs to the point where a fair price may be obtained and to take out of cultivation about 20,000,000 acres of corn.

What has been done:

Enough sows and light pigs were bought at a price higher than the average market price to reduce the hog marketing supplies for the next marketing sea-

son by an amount estimated at 1,500,000,000 pounds. The immediate results of the emergency program were: (1) Hog growers received \$18,000,000 to \$20,000,000 in cash for pigs and sows that brought more than they would have brought at current market prices; (2) feed requirements of hog growers were reduced at a time when feed prices were relatively high; and (3) some 100,000,000 pounds of pork products were made available for distribution to needy families through Government relief agencies without passing through the regular channels of trade or adversely affecting the regular market.

Plans for the future:

A long-time program with a definite reduction in corn acreage and production in 1934 and a material decrease in the number of sows farrowing in the spring of 1934 is now being worked out by producers and officials and experts of the Agricultural Adjustment Administration. This is to be financed by a processing tax on hogs.

Wheat

Object:

To reduce wheat acreage 15 percent.

What has been done:

A wheat program now under way provided for benefit payments to farmers who agree to reduce their acreage and production in 1934 and 1935 by 15 percent. The payments are made on that part of the 5-year average annual crop consumed domestically, which is 54 percent.

As soon as it is physically possible to check and approve the contracts and allotments from the field, the first portion of the benefit payments will be made. This portion will amount to 20 cents a bushel. The remaining 8 cents a bushel will be paid in the spring of 1934, when the growers have demonstrated that they have complied with the terms of their agreements. These payments are being financed by a processing tax on domestically consumed wheat, levied July 9.

A world plan for reducing the supply of wheat has been developed in international conferences in Geneva and London. It provides for reducing wheat acreage sown in the great wheat-producing countries and modifying the import restrictions in the wheat-importing countries.

Plans for the future:

Continuation of the same plans.

Dairy

Object:

To assure fluid milk producers of prices approaching parity as soon as possible and to provide the adjustment administration with adequate information on what should be the spread between farm and consumer prices, so that milk consumers may be properly protected when retail schedules are made effective.

What has been done:

The emergency plan now in effect for some regions is to approve marketing agreements containing complete retail and farm price schedules, for a trial period of 30 days, accompanied by license regulations fixing only minimum prices to producers and maximum prices to consumers. During the 30-day period distributors will render detailed reports to the adjustment administration, and these reports will serve as the basis for a decision on whether to make the complete schedules in the agreement's part of the license regulations at the end of the trial period.

At the end of September, five milkshed marketing agreements had been ratified and public hearings had been concluded on more than 20 others, with 70 agreements or requests for agreements in various stages of preparation. The staff of the dairy section of the Administration has been temporarily augmented by experts loaned by the Department bureaus and by State agricultural colleges.

Seven cities had, at that time, marketing agreements ready for hearing, with preliminary conferences concluded. These were Indianapolis, Ind., Columbia, S.C., Oklahoma City, Okla., High Point, N.C., Kalamazoo, Mich., Shreveport, La., and Birmingham, Ala.

Plans for the future:

Requests for marketing agreements now under preliminary review by dairy economists and milk specialists have been received from cities in 20 States. These States and the number of cities in each with requests on file are: Kansas, 8; North Carolina, 7; Oklahoma and Louisiana, 6 each; California and Mississippi, 4 each; Colorado, Minnesota, Texas, and Virginia, 3 each; Pennsyl-

vania, Missouri, Ohio, and Montana, 2 each; and Idaho, Illinois, Maine, Nebraska, New York, and South Carolina, 1 each.

The work of evolving a dairying program that will coordinate and stabilize the entire industry is being carried forward. The complexity of such a task is enormous and the preliminary research is being accomplished as rapidly as possible.

Tobacco

Object:

An acreage reduction of not more than 30 percent in the case of flue-cured tobacco. The percentage of acreage reduction in other types will be announced on or about December 1.

What has been done:

Following the lead of the growers of cigar types of tobacco, more than 90 percent of the growers of flue-cured tobacco have signed agreements for reduction of their production in 1934 and 1935. The signed agreements cover more than 95 percent of the land devoted to the production of flue-cured tobacco. Payments totaling about \$25,000,000 will be made to tobacco growers for reducing production. This will be financed by a processing tax on the domestically consumed portion of the crop, effective October 1, 1933.

Plans for the future:

Continuation of the same plans, including all types of tobacco.

Miscellaneous Crops

Marketing agreements:

Among the achievements in this field are:

The marketing agreement for California cling peaches for canning which assured the growers a return of not less than \$20 a ton for their No. 1 peaches; the marketing agreements for deciduous tree fruits in the Pacific Northwest and California; and the action of canners of tomatoes, beets, sweet corn, lima beans, and other canning crops in raising prices to growers, usually by 25 percent, without marketing agreements, at the suggestion of the adjustment administration.

In the latter arrangements, the adjustment administration officials did not stop with the pledge of the canners themselves to pay the higher prices to producers, but obtained the promises of distributors to revise their contracts with the canners and thus make it possible for the canners to pay the higher prices to farmers.

Other Activities

Consumers' counsel:

Protection of consumers against profiteering and pyramiding of processing taxes has been a matter of major concern to the Agricultural Adjustment Administration. The forces of publicity for the relation of processing taxes to the prices which are paid to farmers and to the prices which are charged to consumers have been directed by the consumers' counsel of the administration. Data and evidence on retail price changes throughout the country have been assembled and made public, together with an analysis of the portion of any price increase actually resulting from additional payments to farmers.

Food industries:

Representatives of the manufactured and processed food industry have assured the administrator of their support and cooperation in effectuating the major purpose of the Agricultural Adjustment Act—higher returns to farmers.

Relief activities:

Keyed to the objective of the whole Nation—the general betterment of the condition of all the people—the Agricultural Adjustment Administration has accepted heavy responsibility in assisting the governmental program of relief by arranging to procure surplus agricultural products to be distributed to the needy through the Federal Emergency Relief Administration.

Immediately on the announcement that the Government would spend \$75,000,000 for commodities to be distributed among the destitute, machinery was set up by the Agricultural Adjustment Administration—the Government agency nearest these surplus supplies—to begin putting them into strategic points in the warfare against hunger and suffering.

Replacement crops:

One of the new activities found necessary is the scientific and efficient handling of land taken out of production of basic crops. Regulations prescribing the uses to which this land may be put, in order that it shall not be withdrawn from overproduction of one commodity only to produce overproduction in another, have been drafted and issued by a new section, that of replacement crops, in the Agricultural Adjustment Administration. The function of this section is to direct the program of agricultural adjustment into an eventual system of effectively planned land use for the entire Nation.

From the Editor's Mail Box

California Agent Advocates Radio

GENTLEMEN: I was interested in the July issue of the *EXTENSION SERVICE REVIEW* in the article from Pierce County, Wash., relative to the use of the radio by the agricultural agent.

I thought perhaps you would be interested in further testimony along these lines from the agricultural extension service of Sacramento County, Calif. Our office has been giving daily radio broadcasts (Monday to Friday, inclusive) for over a year and a half now over Sacramento Bee Radio Station KFBK, between 12 and 12:15 p. m. We feel that it is a most valuable addition to our agricultural extension program.

In our case we have nearly 4,000 ranches growing a large number of different commercial crops. Our office is situated in the State capital, a city of 100,000 and with a personnel consisting of farm advisor, assistant farm advisor, and home-demonstration agent, we obviously have to spread our efforts out pretty thin. For this reason we have found the radio of special value.

We use material from the United States Department of Agriculture and the College of Agriculture, but feel that the secret of any success we may have with radio programs depends upon our giving frequent local experiences and names of local people so that this information can be given a very definite local application.

The home-demonstration agent, Miss Ruby E. Beers, gives home-demonstration and farm-home-department items on Wednesdays; the assistant farm advisor, J. E. Spurlock, speaks on Tuesdays and Thursdays; I have Mondays and Fridays.

At first we found this quite a burden, but after a few months it became part of the daily routine, and now we would be very reluctant to give it up. We have no way of knowing the number of people reached through the radio programs, of course, but from the large number of comments made throughout the county we feel that the time and effort put into daily radio broadcasting is amply justified.

E. L. STANLEY,
County Agent.

THE HIGH quality of produce and direct inspections by the prospective buyer have contributed to a successful marketing program in Anson County, N.C., that has brought farm women an aggregate of over \$30,000 annually during the past 6 years.

Pure Seed Profits New Mexico Farmers

The pure-seed program in New Mexico has through the years proved its value over and over again. How the work has been organized and the results achieved are told here by G. R. Quesenberry, extension agronomist.



Farmers looking over a first-year field of Acala cotton.

THE pure-seed program in New Mexico has always been a foremost activity in our extension program. The population of the State is small and agricultural communities are widely spaced even though the population is somewhat dense in the older farming sections.

Until very recently, and even now to a certain extent, in the irrigated valleys the community was more or less a separate unit from the remainder of the county, and the local variety of wheat or corn was passed from one farmer to another in its original purity. The local storekeeper always kept a stock of the adapted variety for any local needs that might arise. In those days, which are rapidly changing, there were no thresher mixtures to worry the native population and varieties remained reasonably pure. These conditions have largely changed, except on the Government Indian reservations and in a few native communities, and most of all crops are now grown on a larger scale by fewer farmers.

The granary of the State, which was formerly in north-central irrigated New Mexico, has moved to the eastern non-irrigated plains area. Cotton, which occupied little attention until 1920, is now the principal crop in the lower elevations of southern New Mexico.

These changes naturally developed new problems. Many old settlers sold out, new people came in, not from one State but from all States, and each with a different idea. Some of these ideas were very constructive. But each

farmer had a pet crop variety from back home which was better than his neighbor's. This condition was at first difficult to overcome and accounted for the many crop varieties the experiment station was called on to test.

Varieties Established

Cooperative buying and cooperative selling were of secondary importance until varieties were more fully established and the public sold on the importance of standardization. The farmers, with the help of the extension agencies, gradually began to see the light. Pure seed of the best adapted varieties of corn, wheat, grain sorghums, and cotton

was increased in pure line and distributed through the guidance of the extension service and by members of the New Mexico Crop Improvement Association. Seed potatoes were increased by the potato growers and distributed largely by one local organization. Broomcorn seed was taken from the dry-land experiment station and increased for all broomcorn growers. Each crop was standardized as nearly as practicable on one variety for the community.

An example of this work with one crop was Acala cotton. Cottonseed centers were organized by the extension agronomist in the five major cotton counties. These local crop-improvement groups drew up an agreement with the New Mexico State College whereby all cottonseed grown at the field station of the Bureau of Plant Industry, United States Department of Agriculture, was to be released through the extension agronomist to the different cotton locals. They in turn were to select growers to increase this seed in pure line, rogue the fields before ginning, and gin their seed cotton only in recleaned gins. This seed was to be made available at a low price to cooperating farmers in the different communities. The seed is sold to the selected farmers at a reasonable price, which in turn guides them in establishing their price to other farmers.

Cotton rogueing is an annual event in each community. Farmers are usually accompanied by some extension agent or United States Department of Agri-

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New Mexico Chamberino gin owned and operated by farmers of community.

Virginia County Cuts Tobacco Losses



A field of tobacco grown from treated seed.

BEFORE THE ADVENT of the county agent in Scott County, Va., disease played an important role in reducing quality and yields of tobacco. For example, during the 1931 season black fire alone caused a loss of at least \$10,000 to the Scott County tobacco crop. Field observations of tobacco crops made during the growing season of 1931 by County Agent J. E. Delp and the State extension plant pathologist showed the

prevalence of black fire in all fields observed. In all of the 40 fields examined, yields were reduced and an inferior grade of tobacco produced.

The growers working with the extension service largely eliminated this loss in the 1932 tobacco crop by seed treatment and the use of correct practices in the plant bed.

The campaign was begun early in February when the county agent invited

tobacco growers of the county to send in their seed for treatment in his office. From every corner and locality of Scott County came 130 packets of tobacco seed varying in amounts from one half ounce to 1 pound. The county agent and extension pathologist treated the seed according to the best-known methods. Before treatment all lots of seed were cleaned, and after treatment all lots were placed in brandnew containers. Great care was exercised so that there was no mixing of the different seed lots in handling. After treatment, each lot was carefully addressed, some being mailed out and others called for by the growers themselves. Germination tests of the seed were made before and after it was treated. Tobacco diseases and methods of control were explained with the aid of colored lantern slides to 75 growers at a meeting in the courthouse at Gate City late in February.

In the early spring 35 plant beds were inspected in different sections of the county. Thirty which were grown from treated seed were free from disease, while five grown from untreated seed showed the presence of black fire. Later 24 fields were inspected in various parts of the county. Twenty which were grown from treated seed were free from disease and four grown from untreated seed showed the presence of black fire.

Pure Seed Profits New Mexico Farmers

(Continued from page 93)

culture worker, and, as only one variety of cotton is grown at the field station, few rogues are found.

The local branch of the New Mexico Crop Improvement Association at Chamberino has gone to a little more expense than other locals. They were the first to establish a new variety gin (all gins might easily be termed one variety now). At this gin, seed-cotton houses with individual stalls have been built to accommodate 125,000 pounds of seed cotton grown from the increase plots. This gin handles nothing but Acala, yet shuts down completely, usually on Saturday, and thoroughly cleans the gin and conveyors of all seed before ginning the increase seed. Each farmer's cotton is ginned separately, but the seed from all increase growers, or registered seed growers as they are termed, is bulked or run together in the cottonseed house where it is sacked and stored. This work is supervised by an experienced man who later sells the seed for the entire group. Sufficient of this seed for

all planting needs is sold locally, the surplus moving into other communities of both New Mexico and Texas.

The increasing of pure cottonseed stocks began in 1922, at which time the average acre yield of lint for the State was 215 pounds; this had increased in 1932 to 412 pounds. In 1922 the acreage of Acala was very small, probably not over 1 percent; now less than 1 percent of the entire acreage can be claimed by all other varieties.

The Acala cotton grown at the field station is selected for yield, stormproof qualities, and $1\frac{1}{8}$ -inch staple.

In the yield and staple contest sponsored by the extension service and the New Mexico Crop Association in 1932, J. M. Sloan, of La Mesa, produced 1,129 pounds of lint per acre with a minimum staple of $1\frac{1}{8}$ inches. This was Government-measured acreage and Government-stapled lint.

None of the contestants produced less than 900 pounds of lint per acre from certified fields. A survey was made in 1932 in Dona Ana County, largest cotton-producing county in the State. All certified cottonseed produced lint from $1\frac{1}{8}$ -inches to $1\frac{5}{8}$ -inches and longer.

This added uniformity and length of staple has paid the farmers well. Many estimate that the increase is not less than \$6 per acre under present stressed conditions.

In the past the purpose of these contests has been to produce the greatest number of dollars' worth of cotton per acre with the least expenditure of funds.

The above system of cottonseed distribution has resulted in increasing the planted acreage of Acala cotton in the State from a few acres to practically the entire acreage. In fact, insofar as can be learned, less than 1 percent of the entire acreage is planted to other than Acala. The farmers who are handling their seed cooperatively are not only benefiting to a small degree by better seed sales, but also in the grade and staple of cotton released. Each and every grower in the cooperating group is interested in every phase of the cotton development—planting seed, ginning, and sales of lint cotton and seed. Their returns are measured by the success of the group, and even though there is only one active salesman for the group each and every shoulder is at the wheel.

A County Agent Meets Changing Conditions

A. G. Thomas, Logan County, Ark., fits program to economic, educational, and social changes

SOMEONE HAS made the very timely observation that nothing is certain but change; the one thing that we can be sure of is that nothing will remain exactly as it is and that next year will find us in the midst of a new set of circumstances.

Extension work in my county has undergone many changes and set new problems for me this year. I can speak only of a few, and these naturally fall into three groups. They are problems caused by economic, educational, and social conditions.

Economic changes, it is quite apparent, are affecting education and social conditions. The lack of cash for new developments has made it difficult to push projects along new lines, such as livestock, new and untried crops, and fertilizer campaigns. The farmer has simply lost confidence in any program calling for extra expenditures of cash.

There are two ways that I have undertaken to adjust to this condition: First, by organizing local business men to help in financing a strawberry project. The Kiwanis Club of Paris and the Lions Club of Booneville became interested in strawberry acreage and agreed to finance farmers to plant an acre of strawberries. As a result of this campaign we were to get about 100 acres of berries planted in 1932. The drought of 1932 and freeze of 1933 were not encouraging to this particular project, but we increased the acreage by about 50 acres this past spring.

Growing Potatoes

The added authority given to the county agents in handling the crop production loans was a help. Using this, I required that all borrowers plant no less than one half acre of Irish potatoes, to be sold in June, the proceeds to be applied on his loan. As a result of this campaign about 26 carloads of potatoes were shipped from Logan County this year, whereas only about 8 were shipped last season. The Logan County Cooperative Marketing Association handled nine carloads at an average net return of \$1.47 per hundred pounds, and five cars brought \$1.53 net, while the local buyers at points in the county were paying from \$1 to \$1.35 per hundred pounds.

Another way in which we sought to overcome this problem was through a poultry campaign. This was handled as a project with the home demonstration

agent. We gave practical demonstrations in home brooder house, using logs, rocks, and old timber that happened to be on the farm. One brooder house, 12 by 14 feet, cost the owner only \$1.50. We also advocated the use of home-mixed feeds, using the ingredients that were available on the farm as much as possible.

Another economic problem was that the means of transportation were suddenly cut off. Even the old flivver was delegated to the barn without licenses and tires, and with an empty gas tank. This meant poor response to the county tours and county-wide meetings in the towns for organizing purposes. Telephones were taken out all over the county, and the only means of communication was the county papers which have ceased to go into many homes. This was met by doing more intensive field work. Also, we found that the old-time custom of spreading news by word of mouth had not gone out of style. The organization of farm-improvement clubs was begun in this way. New emphasis on parents' night at 4-H club meetings gave another opportunity to contact the farmers. These three ways have been helpful in contacting more farmers.

Migration to Farms

A third problem is that of city families moving to the farm in search of shelter and food. We have not had them in great numbers in Logan County, but they are beginning to come in. New farms are being settled which add greatly to our task of reaching an interested people. Here again we find the best method to be the personal visit, showing friendly sympathy and seeking to enlist them in the regular activities. In some cases this proves difficult because of the superior attitude that the city man brings with him, "He knows not but he know not that he know not." On the other hand, when he comes from the industrial centers we find him understanding the principles of cooperation and more willing to follow advice than some of our born and bred farmers.

Changed educational conditions bring new problems in 4-H club work. Consolidated schools with extra and regular activities are more and more crowding out time for 4-H club meetings and instructions. Consolidation also leaves the small groups refusing to consolidate. Here and there are these lost groups

missing in the onward march because of prejudice and ignorance. Our problem is to reach them. The best method that we have found so far is to organize in local communities clubs that meet at night in homes or are fostered by the home demonstration clubs in the local club houses. In some places such clubs have overcome the opposition and have been the means of getting clubs established in schools where we had not been permitted to meet.

Social Conditions

The third point is change in social conditions. Undreamed of changes have taken place. Where once the social life of the community had taken to wheels and centered in the automobile, the cities, and the movies, there has been for several years the quiet settling down to nothing. Farm folks of all ages miss the oldtime social contact and church life. These were taken away when the consolidated school and church were ushered in. There seems to be no idea how to return to the social pleasures centered in the home. This obstacle has been our opportunity. The 4-H club will meet this need. We have endeavored to get each 4-H club to hold an extra club meeting per month which is strictly recreational and to hold a regular meeting at a home as a party or "social."

Changed conditions have affected the sentiment for cooperative marketing in a favorable way, but the change makes it more difficult to find markets. The farmer has realized the need for care and intelligent cooperation in marketing if he is to make a profit; but finding markets for him has been the hardest problem of all. Our marketing service has been an aid in this respect. We have also sought to create new local markets. One outstanding example of this was an experience we had last Christmas with turkeys. We had planned a marketing venture for the turkey growers, but when the time came to sell the market was demolished. I canvassed the town and encouraged everybody who possibly could to buy a turkey. As a result, all of our turkeys were sold locally at 2 cents more than we could get elsewhere.

In county extension work changes have come and will come again, but our purpose and our aim remain the ideal to help the farmer and the farm family to more economical production, more efficient marketing, better products to sell, and a fuller and happier life for the farm family.

Delaware Agent Discusses Press Relations

On a recent visit to Delaware, the editor was especially impressed with the cooperation of the press in Kent County. Where there were such good results he figured there must be an agent who knew how to handle an informational program, and so asked County Agent Russell E. Wilson to give a few pointers which he has found good in planning and conducting an extension news service.

IN PLANNING a publicity program, the first question which may come to the mind of an extension agent is how to prepare the kind of news material which will be readily accepted by the press. The average weekly newspaper does not have sufficient space in its columns to use articles of great length, and quite frequently the large daily papers have their space well reserved for sensational news and stories which often supersede agricultural news. Exceptional care, therefore, should be exercised in the selection and preparation of material which relates to extension work if a reasonable amount of space is to be given to it.

Stories of local interest only should be used, as the average county newspaper does not care to publish news about something that happened in a far-distant county or State unless the subject matter is of unusual importance. No attempt ever should be made to write agricultural articles simply for the purpose of filling space in a newspaper. As a rule, this kind of material is of inferior quality, and it may have a tendency to lessen the editor's opinion of the true value of extension work.

Personal acquaintance with the editors and managers of newspapers should be regarded as the first step to be taken by an extension agent when starting to work in a new county, and these personal contacts should be maintained as long as the agent remains in the county. Those extension workers who have not had experience in training in news writing should confer with editors and press managers in their county to learn what constitutes a good news story and how it should be written to attract the attention and interest of the readers. Newspapermen appreciate these visits to their offices, and the agent also establishes the confidence of the press in extension work.

The future of extension work depends upon its opportunities to show its real worth in the creating of higher standards of rural life along with the introduction of better farming practices, and this can be accomplished only through the cooperation and support which it receives from the people whom it serves. In this connection greater use of the press should be made by extension agents in placing their activities before the public.

New Film Strips

TWENTY NEW Department film strips as listed below have been completed by the Office of Cooperative Extension Work in cooperation with the Bureaus of Agricultural Economics, Animal Industry, Entomology, and Home Economics, and the Federal Farm Board. They may be purchased at the prices indicated from Dewey & Dewey, 7603 Twenty-sixth Avenue, Kenosha, Wis., after first obtaining authorization from the United States Department of Agriculture. Blanks for this purpose will be supplied upon request to the Office of Cooperative Extension Work:

Series 168. Inspection of Dressed Poultry. 41 frames. 28 cents.

Series 183. Picking Practices Affect Market Grades of Cotton. 31 frames. 21 cents.

Series 205. Horse Bots and How to Fight Them. 38 frames. 28 cents.

Series 243. Curing Pork on the Farm. Supplements Farmers' Bulletin 1186, Pork on the Farm, Killing, Curing, and Canning. 27 frames. 21 cents.

Series 269. Opportunity Comes to the Rural Girl. Illustrates phases of girls' 4-H club work. 84 frames. 49 cents.

Series 287. Farm Home Makers Keep Tourists. 63 frames. 35 cents.

Series 289. Children's Clothing. 58 frames. 35 cents.

Series 290. The Chinch Bug and How to Fight It. Supplements Farmers' Bulletin 1498, Chinch Bug and How to Fight It. 38 slides. 28 cents.

Series 298. Dressing and Cutting Pork on the Farm. Supplements Farmers' Bulletin 1186, Pork on the Farm, Killing, Curing, and Canning. 43 frames. 28 cents.

Series 300. The How and Why of Pastures in the Southeastern States. 67 frames. 42 cents.

Series 302. Sheep, Lamb, and Wool Outlook Charts, 1933. 48 frames. 28 cents.

Series 303. Demand Outlook Charts, 1933. 44 frames. 28 cents.

Series 304. Cotton Outlook Charts, 1933. 49 frames. 35 cents.

Series 305. Wheat Outlook Charts, 1933. 44 frames. 28 cents.

Series 306. Dairy Outlook Charts, 1933. 72 frames. 42 cents.

Series 307. Cooperative Marketing of Wool. 63 frames. 35 cents.

Series 308. Flue-Cured Tobacco Outlook Charts, 1933. 36 frames. 28 cents.

Series 309. Poultry and Egg Outlook Charts, 1933. 41 frames. 28 cents.

Series 310. Hog Outlook Charts, 1933. 44 frames. 28 cents.

Series 315. Consider the Children in the Home. Illustrates suitable furniture, play equipment, and home arrangement for young children. 60 frames. 35 cents.

Revised Series

The following series have been revised:

Series 156. Analyze Your Business. Illustrates the keeping of farm records and analyzes the farmer's business. 73 frames. 42 cents.

Series 160. Handling Cotton to Prevent Weather Damage. 62 frames. 35 cents.

Series 259. Home Demonstration Agent—Friend of Farm Women. 38 frames. 28 cents.

Completed Localized Film Strips

The following nine localized film strips were completed during the months of November and December 1932 by the Office of Cooperative Extension Work in cooperation with county extension agents, specialists, and other extension workers. The photographs used were all local pictures, either selected or taken by the agents themselves.

Series 1097. Beautifying Mississippi Home and School Grounds. 79 frames. 42 cents.

Series 1100. How to Increase Your Income with Poultry, Maine. 65 frames. 42 cents.

Series 1101. Soil Conservation in Oklahoma. Part I. 41 frames. 28 cents.

Series 1102. Soil Conservation in Oklahoma. Part II. 34 frames. 28 cents.

Series 1103. 4-H Club Work in Middlesex County, Mass. 51 frames. 35 cents.

Series 1105. Pastures in Oklahoma. 58 frames. 35 cents.

Series 1107. Roadside Marketing, New York. 45 frames. 35 cents.

Series 1108. Terracing Prevents Soil Erosion, Nebraska. 57 frames. 35 cents.

Series 1110. 4-H Club Work for Negro Boys and Girls in Georgia. 37 frames. 28 cents.

· ACROSS · THE · EDITOR'S · DESK ·

A Long Way

IT HAPPENS frequently that any new step or policy calculated to aid in the general program for improving farm conditions is overemphasized in the public mind. Instead of being regarded as part of what can be done, it is hailed as the complete solution of the situation and disappointment follows. This was true of the reception of the announcement that the Federal Government would buy surplus raw materials to feed and clothe the unemployed. Immediately, many people jumped to the conclusion that the farm surplus problem was solved. Secretary Wallace was quick to point out that this was not the case. This is what he said:

"The program of relief buying does not solve the surplus problem. It merely offers a new means of attacking that problem. For even in years like those from 1925 to 1929 when nearly all our people could buy all they needed to eat and wear, the farms of America produced far more wheat and pork and cotton than *all* the people of the Nation could possibly use. That is still true. Therefore, the necessity for bringing production downward in many of our farm communities remains with us. The task is to adjust downward until farm products sell at a fair exchange value, and at the same time to produce enough for every man, woman, and child in the United States. A margin of safety, to allow for drought, crop failure, or other disaster will be provided for.

"The adjustments we have made thus far in wheat, in cotton, and in hogs are the first efforts in that direction. We still have a long way to go. But we can go ahead with more peace of mind now that we are sure that the hungry will be fed."

The Key to a Program

AS I SEE IT, behind the immediate argument of what can or cannot be grown on the so-called contracted acres removed from cotton, wheat, corn, or tobacco production, there is a real production adjustment program in the making. The solutions suggested by Director Bateman of Louisiana and Assistant Director Brehm of Tennessee in the REVIEW this month and the comments by Mr. Cox of the Adjustment Administration are, all of them, helpful and pertinent. After all, though, they simply show that through the discussion that is arising the country over on this question of replacement crops the way is being opened to new thought and action by the several million farmers affected. It will be the key to the orderly and balanced production toward which we are trying to find our way. From a consideration of these contracted acres and what can be grown on them, there will come shortly the turning over in stimulated minds of what shall be done with all the acreage on the farm. Then, I take it, if the Extension Service has the right facts, it will find plenty of farmers ready to apply them. It is distinctly up to us, then, to prepare for this time and to be sure of our facts when it arrives.

A Call for Action

RECENTLY while in Louisiana, I had a half hour's chat with W. C. Abbott, State 4-H club agent. He, like a number of our State club workers, is giving serious thought to how the 4-H club movement can maintain its strength and virility. He recognizes the fact that the several production adjustment efforts now under way with cotton, wheat, tobacco, corn, hogs, and possibly dairy products, will give most county agricultural agents little time for other activities for some months to come. In the counties where adjustment campaigns are in full swing 4-H club work is certain to suffer, if 4-H club members and friends of 4-H club work do not become awake to the situation at once. Certainly, 4-H club work is now well enough grounded in the life of each county to bring to its service enough local leadership and assistance to carry on for awhile with very limited help from the county agent. This, I would think, would be a welcome opportunity to former club members to repay in some measure the help and inspiration that 4-H club work has been to them. I believe that a committee of former club members could be named in each county that would willingly take the initiative and responsibility for the 4-H club program for 1934. Prompt planning and action will be required to meet the situation and to make the necessary adjustments to continue the 4-H club movement with undiminished strength. Surely, the necessary plans and action will be forthcoming.

Extension's Real Strength

THE PAST months with their attendant uncertainty and worry as to the extent and availability of Federal, State, and county funds to continue extension work have had their recompense, I think, in that they have brought out definite expression of what the work means to many thousands of farm families throughout the Nation. It is evident that the real strength of extension work lies in the fact that it has enlisted in active voluntary service to their communities, through leadership in extension activities, some 400,000 men and women who are devoting their energies to forwarding the extension program as adapted to their local requirements and conditions. To them extension work is not merely one more governmental service, but a movement of which they are a part and whose further development and progress is their deep concern. Today, if ever, the success story of the individual farmer and farm woman or 4-H club boy or girl who has benefited from the kind of assistance given by county extension agents and these 400,000 cooperating men and women should readily find a place in the columns of local newspapers. Two or three stories like this, appearing each week, ought to have a most helpful influence on the public thought of a county and should strengthen the standing of the county extension agent as an active influence toward bringing about improved business conditions. R. B.

NEWS OF THE MINUTE

RADIO FLASHES KEEP FARMERS ADVISED



NEVER BEFORE has it been so important for farmers to keep informed about measures being undertaken to improve the agricultural situation.

DAY BY DAY the story of the progress of these measures is carried to them through the coordinated *Farm Flash* radio service maintained by the United States Department of Agriculture and the State agricultural colleges.

FARM FLASHES provide reliable information about the status of agricultural adjustment activities and authoritative facts concerning production practices as soon as they become known.

EXTENSION AGENTS should encourage farmers and farm women to tune in on the *Farm Flash* programs, thereby keeping up to date on matters of vital interest to them.

INFORMATION concerning *Farm Flashes* and radio stations broadcasting them may be obtained from the State extension director.

WHAT ARE FARM FLASHES?



Farm Flashes are designed to keep everyone promptly informed via the radio about the status of the program to improve farming.

Farm Flashes are maintained on a cooperative basis by the United States Department of Agriculture and the State agricultural colleges in 41 States.

Farm Flashes are broadcast regularly by 193 stations.

Farm Flashes carry news of a national character that has been adapted for use in each cooperating State and supplemented with local information before being broadcast.

Farm Flashes provide a direct contact between Federal and State sources of agricultural information and the farm home.